

Start a Carpool – Earn Toll Credits Commuter Credits Pilot Program

State Transportation Board Meeting
May 20, 2015

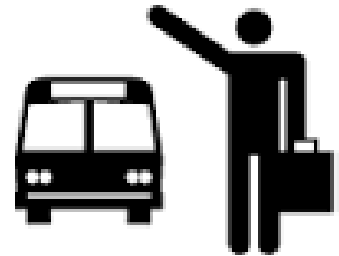


Challenge

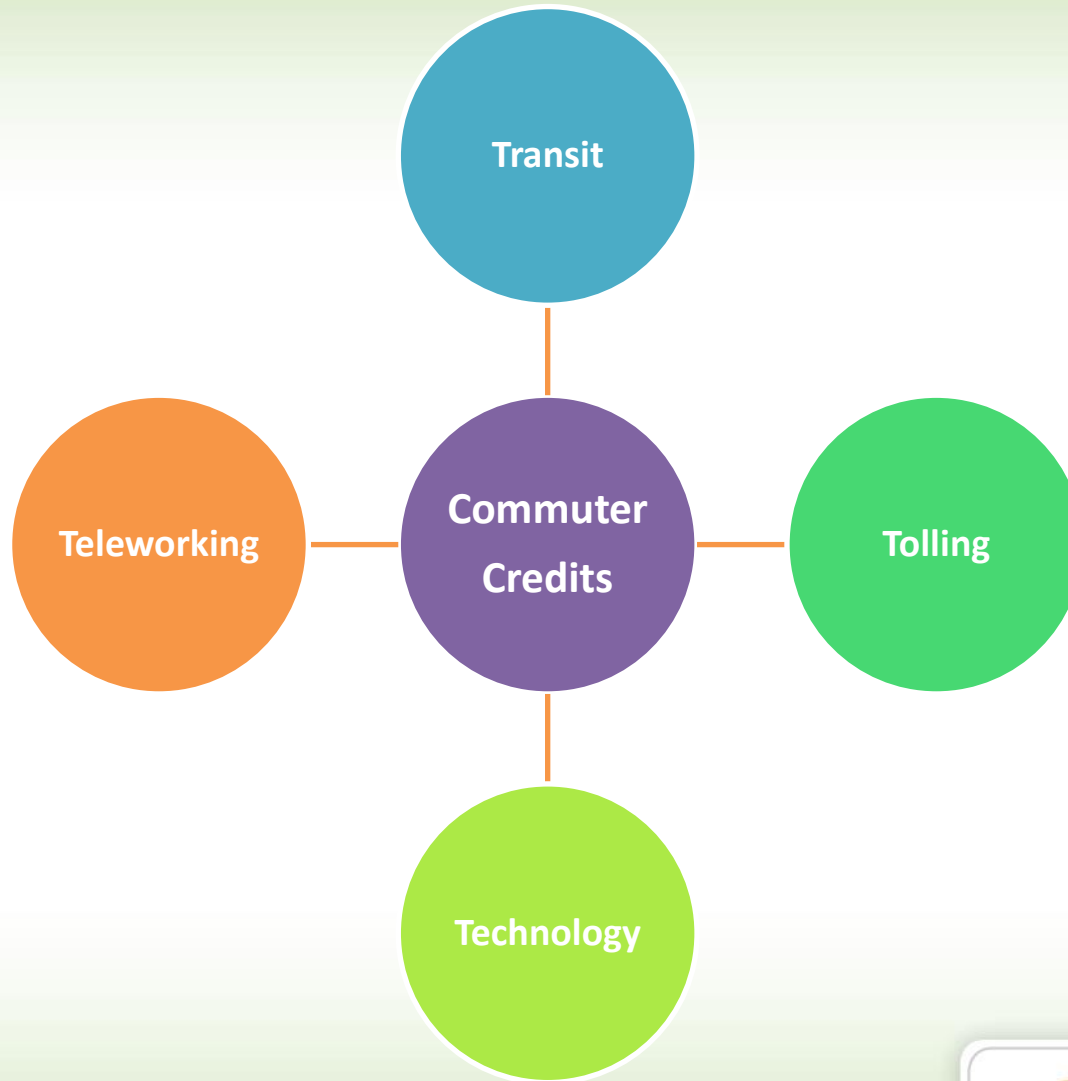
- Daily express lane trip count averages have increased from 7,000 to 23,000
- Increased demand has begun to compromise reliable trips times
- As dynamic pricing increases in response to greater congestion/demand, customers will pay higher toll rates
- Lower gas prices are increasing single occupant vehicles & decreasing transit ridership

Commuter Credits Program Goals

- Promote alternate transportation modes for Peach Pass users traveling Georgia Express Lanes
- Provide an incentive for Peach Pass users to shift some SOV usage away from peak periods
- Increase usage of express commuter transit service in the I-85 corridor
- Offer options that offset the costs of increasing tolls due to increasing demand
- Reinforce the “4Ts Strategies” of congestion reduction



UPA/CRD 4 T's of Congestion Reduction



3 Innovative Pilot Programs



- ***Shift Commute - Earn Toll Credits Pilot***

- ☐ Goal: To reduce southbound congestion between 7-8 a.m.
- ☐ Peach Pass customers earn \$3 per week for shifting commute



- ***Ride Transit- Earn Toll Credits Pilot***

- ☐ Goal: To encourage and incent SOV, I-85 Express Lanes drivers to try transit
- ☐ Peach Pass customers earn \$10 per week; \$60 over six months for riding transit instead of their vehicle in the Express Lanes during rush hours



- ***Start a Carpool – Earn Toll Credits***

- ☐ Goal: To encourage creation of 2+ person carpools traveling in the I-85 Express Lanes and to reward those already carpooling in the Express Lanes
- ☐ Peach Pass customers earn \$100 from Georgia Commute Options and \$100 in toll credits from SRTA; Existing carpools entered into a random drawing for \$25 prizes and \$25 in toll credits.

Pilot Program Progress

Shift Commute

- 14% Enrollment by Eligible Users
- February 2015 – 94% earned toll credits
- March 2015 – 85% earned toll credits
- April 2015 – 97% earned toll credits



Ride Transit

- 260 Enrolled in pilot program as of April 2015
- March 2015 - 73% earned toll credits (85 out of 116)
- April 2015 - 47% in toll credits (123 out of 260)

Start a Carpool

- Registration ends May 31, 2015

Start a Carpool – Earn Toll Credits

Collaborative Partnership



ATLANTA REGIONAL COMMISSION



Start a Carpool – Earn Toll Credits

- Goal: To encourage Peach Pass customers to create 2-person carpools traveling in the I-85 Express Lanes and to reward those already carpooling in the express lanes
- Eligibility and Toll Credits:
 - ☐ \$3 a day toll credits (up to \$100) available to Peach Pass customers who start a carpool and travel in the I-85 Express Lanes (in addition to program \$3 a day – up to \$100 over 90 days)
 - ☐ \$25 random toll credits available to Peach Pass customers who carpool in the I-85 Express Lanes
- Registration: Online at www.GACommuteOptions.com
- Validation: Carpool trips declared in the I-85 Express Lanes, transponder #
- Registration: May 1, 2015 – May 31, 2015



Georgia Commute Options

5-Step Process



1. Register
for \$3/day
program



2. Validate
Peach
Pass
account



3. Log trips;
note I-85
Express
Lane
commutes



4. Verify
transponder
usage



5. Post toll
credits
(monthly)



Communications



Web Ads and Social Media



Web Button



GA Commute Options Digital Billboards



Questions



ATLANTA REGIONAL COMMISSION

